

Message Text

UNCLASSIFIED

PAGE 01 MADRID 01621 022135Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /036 W
-----030453 119560 /21

R 021658Z MAR 77
FM AMEMBASSY MADRID
TO SECSTATE WASHDC 9183
INFO AMCONGEN BARCELONA

UNCLAS MADRID 1621

E.O. 11652: N/A
TAGS: BEXP, SP
SUBJECT: "UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE"
(U.S.H.U.S.); A VIDEO/CATALOG EXHIBITION (V/CE) WITH PRODUCT SAMPLES

REF: STATE 27394

1. EMBASSY BELIEVES SUBJECT U.S.H.U.S. SHOULD BE EXCELLENT
VEHICLE FOR ASSISTING LONG-TERM ENTRY OF US CONSUMER GOODS
INTO SPANISH MARKET. RECORD NUMBER OF TOPS FOR CONSUMER GOODS
SUBMITTED FY 76 IN ADDITION TO IMPRESSIVE RESULTS ACHIEVED
BY IN-STORE PROMOTION
OF GALERIAS PRECIADOS IS CLEAR EVIDENCE INTEREST HERE IN WIDE-
RANGE US CONSUMER GOODS PARTICULARLY HOUSEWIVES. WE WOULD
ENTHUSIASTICALLY SUPPORT THIS PROJECT.

2. SHOULD BARCELONA RECEIVE RESIDUAL SHOW, WE OF COURSE WILL
SUPPORT FULLY WITH MULTI-FACETED PROMOTION CAMPAIGN TO GET
LEADING AGENTS/DISTRIBUTORS/IMPORTERS AS WELL AS END-USERS TO
ATTEND. WOULD ALSO HOPE COMMERCE COORDINATOR WOULD INCLUDE TIME
FOR MADRID DURING ADVANCE VISIT.EATON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 02-Mar-1977 12:00:00 am
Decapton Date: 01-Jan-1960 12:00:00 am
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MADRID01621
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770072-0902
Format: TEL
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t197703101/aaaadlph.tel
Line Count: 44
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7e4688ac-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 27394
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 07-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2941398
Secure: OPEN
Status: NATIVE
Subject: \"UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE\" (U.S.H.U.S.); A VIDEO/CATALOG EXHIBITION (V/CE) WITH PRODUCT SAMPLES
TAGS: BEXP, SP
To: STATE
Type: TE
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Review Markings:
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